12/4/87 C7715-3 A

SEPTEMBER 1987

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	SEPTEMBER		% '87 VS '86	% INC	
	1987	1986		1987	1986
CHRYSLER	31695	44649	70.99	3.32	3.75
(Laser)	229	3603	6.36	.02	.30
(Le Baron/GTS)	18876	19452	97.04	1.98	1.63
(NY/S AY/Newport)	11577	21456	53.97	1.21	1.81
DODGE	32697	56373	58.00	3.42	4.74
(Daytona)	4558	4585	99.41	.48	.39
(Omni/Shadow)	7128	10833	65.80	.75	.91
(Aries)	7868	9668	81.38	.82	.81
(Lancer)	1734	6284	28.55	.19	.53
(600)	2837	6237	46.01	.30	.53
(Diplomat/Dynsty)	1354	4127	32.81	.14	.35
PLYMOUTH	26314	40963	64.24	2.76	3.44
(Horizn/Sundance)	7305	11490	63.58	.77	.97
(Reliant)	8428	10325	81.63	.88	.87
(Caravelle)	3099	3710	83.53	.32	.31
(Gran Fury)	628	1587	39.57	.07	.13
EAGLE	4580	9554	47.94	.48	.80
(Allnc/Eagl/Prem)	2941	7182	40.95	.31	.60
CHRYSLER CORP	95286	151539	62.88	9.98	12.73
FORD	130752	136787	95.59	13.70	11.49
(Escort)	40025	44803	89.34	4.19	3.77
(Probe)	-	-	-	-	-
(Mustang)	12784	16470	77.62	1.34	1.38
(Tempo)	13847	28348	48.85	1.45	2.38
(Taurus)	35229	19367	181.90	3.69	1.63
(Crown Victoria)	8108	9941	81.56	.85	.83
(T'Bird)	15333	17092	89.71	1.61	1.44
LINCOLN	15365	13995	179.79	1.61	1.18
MERCURY	46413	48377	95.94	4.86	4.05
(Topaz)	4664	5948	78.41	.49	.50
(Sable)	11989	7089	169.12	1.26	.60
(Grand Marquis)	9573	10018	95.56	1.00	.84
(Cougar)	12082	15623	77.33	1.26	1.30
LINC/MERC DIV.	64281	63643	101.00	6.73	5.34
FORD MOTOR CO.	195033	200430	97.31	20.43	16.83
BUICK	55495	99286	55.89	5.81	8.34
(Skyhawk)	3955	11445	34.56	.41	.96
(Somerset/Skylrk)	6620	12339	53.65	.69	1.04
(Century)	16725	32548	51.39	1.76	2.73
(Regal)	3750	9474	39.58	.39	.80
(Riviera)	882	4566	19.32	.09	.38
(Reatta)	-	-	-	-	-
CADILLAC	28538	36456	72.79	2.78	3.06
(Allante)	186	5	-	.02	-
(Cimarron)	1318	3581	36.81	.14	.30
(Eldorado)	1761	3798	46.37	.18	.32
(Seville)	1239	2982	41.55	.13	.25
CHEVROLET	139215	191183	72.82	14.59	16.05
(Celebrity)	21675	39845	54.40	2.27	3.35
(Corsica)	14345	-	-	1.50	-
(Beretta)	15293	-	-	1.71	-
(Cavalier)	23152	34835	66.46	2.43	2.93
(Camaro)	10206	16339	62.46	1.07	1.37
(Corvette)	1627	2788	58.36	.17	.23
(Monte Carlo)	5121	16009	31.99	.54	1.34
OLDSMOBILE	67917	130578	52.01	7.11	10.97
(Firenza)	1875	4000	46.88	.20	.34
(Calais)	9407	12236	76.88	.99	1.03
(Cutlass Ciera)	26010	39369	66.07	2.71	3.30
(Cutlass)	5935	17546	33.07	.62	1.51
(Toronado)	1324	2516	52.62	.14	.21
PONTIAC	62834	89185	70.45	6.58	7.49
(1000)	201	2174	9.25	.02	.18
(Sunbird)	6707	10049	66.74	.70	.84
(Grand AM)	14822	16132	91.88	1.57	1.35
(6000)	10520	29176	36.06	1.10	2.46
(Bonneville)	10531	4401	239.29	1.10	.37
(Firebird)	6133	9494	64.60	.64	.80
(Fiero)	3374	7738	43.60	.35	.65
(Grand Prix)	994	4214	23.59	.10	.35
GEN. MTRS CORP.	351999	546688	64.39	36.87	45.91
Misc. Domestic	11	4	275.00	-	-
Other Import	312331	292145	106.91	32.72	24.53
U.S. TOTAL	954660	1190806	80.17		

UNITED STATES SUMMARY
SEPTEMBER 1987 ISSUED 11/87

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NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '87 VS '86	% IND		YEAR END 1986
	1987	1986		1987	1986	
CHRYSLER	217401	278719	78.00	2.51	3.27	351741
(Laser)	4514	23662	19.08	.06	.28	28321
(Le Baron/GTS)	121281	129307	93.36	1.56	1.52	160600
(NY/5 AV/Newport)	82578	125006	66.06	1.07	1.47	160945
DODGE	310863	387602	80.20	4.01	4.55	510136
(Daytona)	25709	31919	80.54	.33	.37	36547
(Omni/Shadow)	93838	75680	123.99	1.22	.89	110505
(Aries)	70743	77224	91.61	.91	.92	104734
(Lancer)	18788	37846	49.64	.24	.44	47900
(600)	28096	49413	56.85	.36	.58	61305
(Diplomat/Dynsty)	9458	23113	40.92	.12	.27	31810
PLYMOUTH	268844	313189	85.84	3.47	3.67	415701
(Horizn/Sundance)	102007	87155	117.04	1.30	1.02	124754
(Reliant)	74861	96834	75.74	.97	1.16	127969
(Caravelle)	28286	29309	96.51	.37	.34	38522
(Gran Fury)	5827	11854	49.16	.08	.14	15509
EAGLE	34005	57527	59.11	.44	.67	74242
(Allnc/Eagl/Prem)	21568	44091	48.92	.28	.51	57287
CHRYSLER CORP.	831113	1037037	80.14	10.73	12.16	1351820
FORD	1088516	1036386	105.03	14.06	12.15	1364434
(Escort)	298727	313337	95.34	3.86	3.68	400695
(Probe)	-	-	-	-	-	-
(Mustang)	132734	136524	97.22	1.71	1.60	165854
(Tempo)	178109	198747	89.62	2.30	2.33	259896
(Taurus)	274932	148744	184.84	3.55	1.74	238610
(Crown Victoria)	91814	98714	93.01	1.19	1.16	130928
(T'Bird)	99317	111885	88.77	1.28	1.31	138602
LINCOLN	123334	116522	105.85	1.59	1.37	169805
MERCURY	356974	372267	95.89	4.61	4.37	477874
(Topaz)	51275	49368	103.86	.66	.58	65498
(Sable)	77431	63952	121.08	1.00	.75	91341
(Grand Marquis)	90140	87112	103.48	1.17	1.02	118364
(Cougar)	85359	97458	87.59	1.10	1.15	112818
LINC/MERC. DIV.	489721	500270	97.89	6.32	5.87	661787
FORD MOTOR CO.	1578237	1536656	102.71	20.39	18.02	2026221
BUICK	421646	593581	71.03	5.44	6.96	757328
(Skyhawk)	29976	59450	50.42	.39	.70	74172
(Somerset/Skylrk)	54955	93147	59.00	.71	1.09	112375
(Century)	117004	187378	62.44	1.50	2.19	236946
(Regal)	38648	62909	61.43	.50	.74	77962
(Riviera)	13788	17118	80.55	.18	.20	22937
(Reatta)	-	-	-	-	-	-
CADILLAC	192343	222489	86.45	2.48	2.61	300090
(Allante)	1323	5	-	.02	-	5
(Cimarron)	10429	18400	56.68	.13	.21	23592
(Eldorado)	14379	17802	80.77	.19	.21	24476
(Seville)	15525	13307	117.42	.20	.16	20641
CHEVROLET	1176698	1350270	87.15	15.20	15.83	1693234
(Celebrity)	248308	311240	79.78	3.19	3.66	397297
(Corsica)	73244	-	-	.95	-	1372
(Beretta)	81000	-	-	1.05	-	1505
(Cavalier)	235278	300472	78.30	3.04	3.52	362780
(Camaro)	95921	136811	70.11	1.24	1.60	164283
(Corvette)	18310	25826	70.90	.24	.30	32581
(Monte Carlo)	48445	88044	55.02	.63	1.03	111245
OLDSMOBILE	566800	831207	68.19	7.32	9.75	1044444
(Firenza)	12874	28522	45.14	.17	.33	34470
(Calais)	80363	92812	86.59	1.04	1.09	114295
(Cutlass Ciera)	195075	255753	76.27	2.52	3.00	323607
(Cutlass)	78480	159346	49.25	1.01	1.87	191138
(Toronado)	12335	11625	106.11	.16	.14	16239
PONTIAC	544497	654480	83.20	7.03	7.67	829650
(1000)	5360	14896	35.98	.07	.17	18142
(Sunbird)	65500	85672	76.28	.85	1.01	103925
(Grand AM)	167159	149104	112.11	2.15	1.75	198509
(6000)	94813	152484	62.18	1.22	1.79	197601
(Bonneville)	73328	32412	226.24	.95	.38	49174
(Firebird)	60943	75685	80.52	.79	.89	93521
(Fiero)	36231	54833	66.08	.47	.64	67748
(Grand Prix)	11970	30993	38.62	.15	.36	37728
GEN. MTRS CORP.	2901984	3652027	79.46	37.47	42.82	4624746
Misc. Domestic	59	64	92.19	-	-	77
Other Import	2433085	2302738	105.66	31.42	27.00	3136978
U.S TOTAL	7744478	8528522	90.81			1113942

UNITED STATES SUMMARY

(Memo Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	SEPT	% IND	YEAR TO DATE		% '87 VS '86	% IND	
	1987		1987	1986		1987	1986
Chrysler	-	-	-	-	-	-	-
Dodge	51602	11.24	431033	338281	127.42	11.49	9.25
Plymouth	11931	2.60	101844	81775	124.54	2.71	2.24
Ford	122086	26.60	1078145	1033250	104.35	28.73	28.25
Chevrolet	110096	23.99	882473	974997	90.51	23.52	26.66
G.M.C.	32660	7.12	255422	263879	96.80	6.81	7.22
Hino	143	.03	1195	539	221.71	.03	.01
International	7914	1.72	51303	50780	101.03	1.37	1.39
Iveco	232	.05	1713	1761	97.27	.05	.05
Jeep	21364	4.66	146898	139616	105.22	3.92	3.82
Mack/Midliner	1889	.41	17381	16482	105.45	.46	.45
Kenworth	2413	.53	10802	7851	137.59	.29	.21
Peterbilt	1921	.42	8938	7379	121.13	.24	.20
Daimler-Benz Corp.	3539	.77	20505	15233	134.61	.55	.42
Scania	14	-	88	40	220.00	-	-
Volvo White	1365	.30	8660	8652	100.09	.23	.24
Western Star	144	.03	1042	713	146.14	.03	.02
Other Imports	88954	19.38	729358	711332	102.53	19.44	19.45
Miscellaneous Domestic	675	.15	4940	4226	116.90	.13	.12
U. S. Total	458942		3751740	3656786	102.60		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Chrysler	-	-	-	-	-	-	-	-
Dodge	329315	101718	-	-	-	-	-	-
Plymouth	101844	-	-	-	-	-	-	-
Ford	842600	396412	408	-	-	7128	22216	9381
Chevrolet	545337	303674	21096	725	219	5175	5923	324
G.M.C.	123363	98906	2297	352	4059	5217	15553	5675
Hino	-	-	-	-	308	295	592	-
International	-	-	-	-	274	13746	16464	20819
Iveco	-	-	822	384	428	79	-	-
Jeep	135968	10930	-	-	-	-	-	-
Mack/Midliner	-	-	-	-	-	1538	2050	13793
Kenworth	-	-	-	-	-	-	44	10758
Peterbilt	-	-	-	-	-	-	56	8882
Daimler-Benz Corp.	-	-	-	-	-	1192	1824	17489
Scania	-	-	-	-	-	-	-	88
Volvo White	-	-	-	-	-	-	1205	7455
Western Star	-	-	-	-	-	-	-	1042
Other Imports	720162	3004	4203	-	772	513	704	-
Miscellaneous Domestic	-	1521	-	1812	195	-	16	1398
Total	2598589	916165	28826	3273	6255	34883	66647	97102
1986 Total	2450804	985375	27814	1047	3547	37489	66279	84431
1987 vs '86	106.03	92.98	103.64	312.61	176.35	93.05	100.56	115.01

Manufacturers' Sales Records were used in compiling
Oklahoma in 1986.

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1987		YEAR TO DATE 1986	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint	41113	.53	50925	.60
Chevrolet Spectrum	61086	.79	71052	.83
Chrysler Conquest	9028	.12	144	-
Dodge Colt/SW	32900	.42	37502	.44
Dodge Colt Vista SW	12854	.17	12764	.15
Dodge Conquest	249	-	2090	.02
Eagle Medallion	8511	.11	-	-
Ford Festiva	12391	.16	-	-
Plymouth Colt/SW	29778	.38	35033	.41
Plymouth Colt Vista SW	11795	.15	12143	.14
Plymouth Conquest	166	-	1983	.02
Pontiac LeMans	21232	.27	-	-
Merkur XR4	6094	.08	11481	.13
Scorpio	3319	.04	-	-
Tracer	19416	.25	-	-
Others	309	-	1737	.02
Total Domestic Sponsored Imports	270241	3.49	236854	2.78
OTHER IMPORTS				
Acura	76797	.99	23221	.27
BMW	64096	.83	68787	.81
Honda	460865	5.95	439240	5.15
Hyundai	201612	2.60	90780	1.06
Mazda	154830	2.00	162768	1.91
Mercedes Benz	69729	.90	65601	.77
Mitsubishi	44186	.57	35069	.41
Nissan	387885	5.01	416786	4.89
Saab	34507	.45	37810	.44
Subaru	124122	1.60	132937	1.56
Toyota	440906	5.69	432527	5.07
Volkswagen	135631	1.75	158836	1.86
Volvo	78068	1.01	89903	1.05
Yugo	37824	.49	20818	.24
Others	122027	1.58	127655	1.50
Total Other Imports	2433085	31.42	2302738	27.00
GRAND TOTAL ALL IMPORT CARS	2703326	34.91	2539592	29.78

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	53446	1.42	54457	1.49
Dodge RAIDER	14657	.39	497	.01
OTHER IMPORTS				
Isuzu	70216	1.87	64434	1.76
Mazda	104184	2.78	111010	3.04
Mitsubishi	41869	1.12	22225	.61
Nissan	165600	4.41	169287	4.63
Subaru	1453	.04	2688	.07
Suzuki	61764	1.65	29141	.80
Toyota	269502	7.18	293572	8.19
Volkswagen	7358	.20	9262	.25
Others	1220	.03	1	-
Total Other Import Trucks	723166	19.28	707620	19.35
GRAND TOTAL ALL IMPORT TRUCKS	791269	21.09	762574	20.85

UNITED STATES SUMMARY

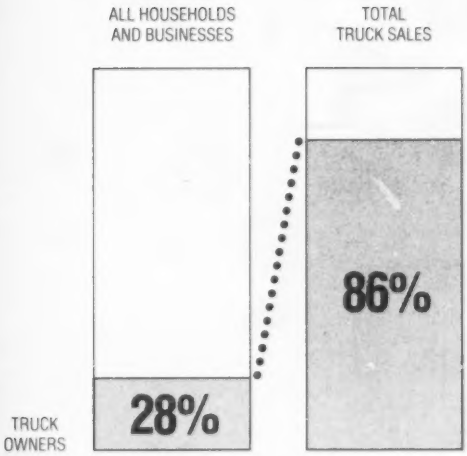
"COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & COMPANY. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE. RE-SALE, REPUBLISHING OR SHARING PROHIBITED."

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10356695	3472209
*1980	8760937	2476777
*1981	8443919	2185489
*1982	7754342	2430471
*1983	8924186	2976656
(1)1984	10128729	4048998
1985	10888608	4675192
1986	11139842	4801021

TOTALS INCLUDE ALASKA & HAWAII - *OKLAHOMA NOT AVAILABLE
(1) REVISED 10/85 R. L. POLK & CO. R.9-87

CUT STRAIGHT TO THE HEART OF THE NEW TRUCK MARKET..



...the 28% of all households and businesses who buy 86% of the trucks

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